1992 CAMBRIDGE DIRECT MAIL PROGRAM
ISSUES DISCUSSION

OBJECTIVES:

. INDUCE TRIAL FROM DORAL, VICEROY AND PRICE SENSITIVE WINSTON SMOKERS

. GENERATE INCREMENTAL VOLUME AND GAIN CONVERSION

STRATEGIES:

. ESTABLISH RELATIONSHIP WITH COMPETITIVE CONSUMERS

. ESTABLISH NON-PRICE RATIONALE FOR CAMBRIDGE THROUGH "VALUE PLUS" PROPOSITION

. LEAD CONSUMERS THROUGH TRIAL, REPEAT PURCHASE AND CONVERSION WITH LIVE PRODUCT, COUPONS AND CONTINUITY BROCHURE

AUDIENCE

. 325,000 COMPETITIVE NON-MENTHOL SMOKERS (SIGNATURED)

. AVAILABLE NAMES:

- DORAL	160,828
- VICEROY	66,143
- WINSTON PS	73,986
TOTAL:	300,000

. 25,000 ADDITIONAL SMOKERS NEEDED - TO DISCUSS

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Source: https://www.industrydocuments.ucsf.edu/docs/lyby0004

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PROGRAM STRUCTURE

. ONE MAILING
  - 2 FREE PACKS (LIVE PRODUCT)
  - LIVE PRODUCT CARRIER
  - LETTER
  - SURVEY
  - 2 COUPONS
  - CONTINUITY CATALOG
  - BRE
  - ADDITIONAL ORDER FORMS
  - OUTER ENVELOPE

TIMING

. MAILING TO DROP EARLY SEPTEMBER

COSTS

. TOTAL PRODUCTION COST: $ 1,014,463.00*
. COST PER PIECE: $ 3.12*

  * COSTS MAY FLUCTUATE DUE TO CHANGE IN CARRIER DIMENSIONS

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1992 CAMBRIDGE DIRECT MAIL PROGRAM
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OUTSTANDING ISSUES

. 25,000 ADDITIONAL SMOKERS

. KEYLINE DATES FOR ENVELOPE PACKAGE

. SURVEY QUESTION APPROVAL

. SURVEY INCENTIVE

. CONTINUITY ITEMS

. OUTER BOX DIMENSIONS

. POSTAGE CALCULATIONS

. DEFENSIVE TEST CELL

. ORDER FORM REQUIREMENTS FROM MARRITZ

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Source: https://www.industrydocuments.ucsf.edu/docs/lyby0004